8 AUG 1980

MEMORANDUM FOR: Director of Communications
                 Director of Data Processing
                 Director of Finance
                 Director of Information Services
                 Director of Logistics
                 Director of Medical Services
                 Director of Security
                 Director of Training

STATINTROM: ███████████████
                 Chief, Management Staff, DDA

SUBJECT: DDA Exchange -- Changes and New Directions

    1. Recently, Don approved some suggestions we made for changes
to the DDA Exchange publication. We requested the changes in order to
effect a reinvigoration of the publication. The same general
editorial structure and format remain.

    2. For your information, a synopsis of the major changes
follows.

        --We streamlined the editorial structure so that it now
        reflects actual practice.

        --We developed a policy statement on content of articles.
        (attached)

        --We agreed to solicit articles from non-DDA components
        where appropriate.

        --We instituted the idea of a "theme issue". Our October
        issue, for example, will have the theme -- the DDA in the
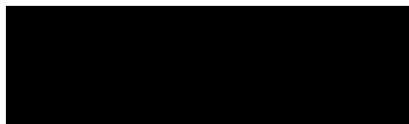   1990s.

        --We made some format and content changes primarily in order
        to effect a livelier presentation of articles.

    3. Also for your information, we are planning to meet on a
scheduled basis with the senior editors from each of your offices in
order to exchange ideas, questions, theme possibilties, and the like.
The next such meeting is scheduled for 13 August 1980.

    4. We anticipate that the proposed changes to Exchange will not
involve any additional effort by the Senior Editors nor by those
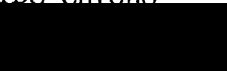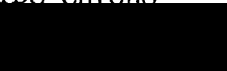people in your organization who are asked to contribute articles.

5. The DDA Exchange continues to present a positive picture of the DDA, its functions and its work force. We thank you for your office's current cooperation, and request that you take any opportunity you can to encourage your office's continued involvement with the DDA Exchange.

STATINTL

Attachment:
      As Stated

Distribution:
      1 - Each Addressee
STATINTL 1 - DDA/MS Subject
      1 - DDA/MS Chrono
      1 - TBC Chrono
      1 -
DDA/MS   (8 Aug 80)

APPENDIX

POLICY STATEMENT ON ARTICLE CONTENT

FOR THE DDA EXCHANGE

I.   GENERAL

In accordance with its statement of purpose, articles in the DDA Exchange will be designed to present "ideas, thoughts, information, and techniques" of common interest to DDA personnel.

II.   ACCEPTABLE CONTENT

Those articles which will be judged acceptable for publication in Exchange will meet the following content criteria:

A.   They will be of common interest to most DDA personnel.

B.   Personal opinions, ideas, or thoughts will be accompanied by a disclaimer which makes allowances for an opposing view to be presented at a later date.

C.   Anonymous articles will be accepted if, in the Managing Editor's judgment, they reflect a prevalent concern of DDA employees.

D.   Opinions which reflect dissent with Directorate policy will be accepted if, in the Managing Editor's judgment, they reflect a prevalent concern of DDA employees with that policy.

E.   Classification level of articles will be SECRET or lower. Proper classification will be attached to paragraphs, titles, and names of individuals.

F.   Names and/or photographs of individuals will be used only with the subject's permission.

G.   Articles detailing a personal experience on the job will relate that experience to a DDA function.

H.   Articles which present personality profiles will be written only at the direct request of the Managing Editor.

III.   UNACCEPTABLE CONTENT

Those articles which do not meet the requirements listed in II above will not be published. In addition, the Editor will discourage articles with the following characteristics:

A.   Those which reiterate announcements such as those contained in Headquarters and office notices.

B.   Highly technical articles.

IV.   SPECIAL CONSIDERATIONS

A.   Legality.   The sole legal concern regarding Exchange appears to be compliance with the Privacy Act.   Adherence to the provision in item I(F) above will allay any Privacy Act problems.

B.   Editing.   Unless substance is obscured or obvious error exists, no editing for grammer, composition, etc., will be done.

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